

What is claimed is:

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1. A set top box, comprising;
5 a broadband receiver for receiving multimedia information including a data stream constituting a command and a displayable indicia associated with the command;
tuner/demultiplexer circuitry for separating a displayable data stream from the multimedia information, and for sending the displayable data stream
10 including the displayable indicia to a display monitor, forming a display with the displayable indicia thereon; and
user-operable apparatus adapted for selecting the displayable indicia; wherein, in response to the user selecting the displayable indicia, the display is altered.
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 2. The set top box of claim 1 wherein the alteration of the display comprises switching the display to a channel associated with the selected indicia.
 3. The set top box of claim 1 wherein a portion of the multimedia
20 information received comprises WEB pages in Hyper Text Markup Language (HTML).
 4. The set top box of claim 1 wherein the broadband receiver comprises a
25 satellite data link adapted to download a satellite-broadcast data stream, and the multimedia information including a data stream constituting a command and a displayable indicia associated with the command is received via the satellite data link.

5. The set top box of claim 4 wherein a portion of the multimedia information received by satellite data link comprises Hyper Text Markup Language (HTML).

5 6. The set top box of claim 1 wherein a first portion of the multimedia information comprises television programming, and a second portion comprises program schedule information associated with the television programming, the program schedule information including the command and displayable indicia associated with the command.

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7. The set top box of claim 6 further comprising a cache memory system wherein the program schedule information including the command and displayable indicia associated with the command are stored, and a driver adapted to coordinate the cache and the second portion of the multimedia information.

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8. The set top box of claim 1 wherein the broadband receiver comprises a satellite data link adapted to download a satellite-broadcast data stream, and further comprising a land-based modem, and the multimedia information including a data stream constituting a command and a displayable indicia associated with the command is received by one of the satellite data link and the land modem.

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9. The set top box of claim 1 further comprising a user-operable WEB browser for browsing for HTML-based WEB pages.

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10. The set top box of claim 7 further comprising a user-operable WEB browser, wherein the WEB browser is adapted to scan the cache for selected

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pages, and to display pages from the cache wherein selected pages are stored therein.

11. A WEB server comprising:

5 a scanner for periodically scanning HTML-based WEB pages stored on the server; and

a satellite uplink system coupled to the scanner;

wherein the scanner is adapted for selecting especially-marked WEB pages, and uploading those pages via the satellite uplink system.

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12. The WEB server of claim 11 further comprising a land-based Internet connection.

13. A system for controlling presentation of multimedia broadcasts,

15 comprising:

a WEB server upon which program schedule information is stored in one or more especially-marked WEB pages, wherein the content of the WEB pages includes commands and displayable indicia associated with the commands;

20 a satellite uplink system coupled to the WEB server;

a scanner adapted for periodically scanning content of the WEB server and uploading the especially-marked pages to the satellite uplink system;

25 a receiver adapted for receiving both the multimedia broadcasts and the especially-marked WEB pages including commands and displayable indicia associated with the commands, and further adapted for displaying the program schedule information on a display monitor in a manner that the

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displayable indicia become user-selectable interfaces for initiating the commands at the receiver.

14. The system of claim 13 wherein the commands include commands that
5 cause the receiver to select specific programs from the multimedia broadcasts.

15. A method for controlling a tuner box connected to a satellite receiver and to a display for multimedia presentation, comprising steps of:

10 (a) broadcasting a broadband data stream to the tuner box, the broadband data stream comprising one or more programs for display;

(b) simultaneously broadcasting program schedule information in Hyper Text Markup Language (HTML) including a command and a displayable, selectable indicia associated with the command;

15 (c) displaying the program schedule information including the displayable, selectable indicia;

(d) causing the tuner box, upon the displayable indicia being selected in the display, to tune to a program associated with the displayable, selectable indicia.

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